

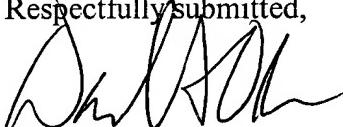
*Pat Christensen*  
display that would allow the viewer to jump to an advertiser's Web site served by their traditional ISP. In this case, technology that employs a real time broadcast window while the Web site is being served is necessary to allow the user to return to the traditional broadcast signal. Preferably, the real time broadcast window can shrink and grow as video is continuously and dynamically streamed into the window in real time.

#### REMARKS

Claims 1-8 are pending and remain for consideration.

The specification was amended to add reference numbers between the specification and the drawings.

In view of the amendments and the remarks herein, Applicant believes that the Application is now in a condition for allowance, and consideration and favorable action are respectfully requested. If the Examiner feels that contacting Applicant's attorney via telephone will advance the prosecution of this case, the Examiner is invited to call the number given below.

Respectfully submitted,  
  
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ATTACHMENT  
REDLINED AMENDMENT

Specification As Amended

Please substitute the following amended paragraphs for the second and third paragraphs of the Detailed Description of the Preferred Embodiment:

For example as shown in Figures 1-4, a national beverage company may create several storylines 12 for its beverages that are humorous, entertaining, and key to solidifying brand loyalty. The embodiment 10 provides the beverage company a venue for allowing a viewer of its advertisements to select which of the beverage company's advertisements the viewer wants to enjoy. The embodiment 10 begins with the interactive "i" logo and an initial real time, predetermined video advertisement segment 14. The segment displays three [four] small picture-in-picture windows 16 in addition to the main or dominant display area 18. A smaller or larger number of windows can be displayed as is appropriate. Each of the windows 16 is a selectable zone 20 and displays a representation (either still or video) of only the visual part (i.e., no audio) of an advertisement segment from a [another,] different ad campaign. As shown in Figure 2, in [In] the dominant display area 18, an advertisement segment from an ad campaign is presented in real time. If the viewer merely watches the advertisement segment in the dominant area 18, the spot representing the initial advertisement segment will play out and real time programming will continue. If the viewer selects one of the selectable zones 20, the viewer enters cyber time and can view the selected advertisement from the selected ad campaign. As shown in Figure 3, the [The] advertisement that was playing in the selected selectable zone becomes the presentation in the dominant display area 18. The visual part of the presentation that is replaced is displayed in a picture-in-picture window 22 that also is a selectable zone 20. In addition to other picture-in-picture windows, preferably each of the advertisement segments of the storyline 12 of the selected ad campaign appears in a picture-in-picture window 24 at the bottom of the dominant display area and is a selectable zone 26. It is these windows that create a storyboard 28. Any previously displayed storyboard 28 disappears. The viewer then has a full compliment of selections between ad campaigns, including that being presented in real time, and between

individual advertisement segments that comprise the selected ad campaign. The viewer may stay in an advertisement segment as long as the viewer desires or jump between advertisement segments and ad campaigns randomly. Preferably, a real time broadcast window 30 is always present on the display to let the viewer know what is currently being broadcast in real time. If the viewer wants to resume viewing the current broadcast at any time, the viewer need only select the real time broadcast window 30 to do so.

The preferred technology for implementing the present invention utilizes known picture-in-picture technology delivered over any number of known embodiments of interactive television broadcast mediums 40, such as shown for example in Figure 5. A variety of predetermined video advertisement segments are streamed into predefined picture-in-picture windows. An invisible overlay over the entire screen allows each window to be a selectable zone without interrupting the video being streamed inside of it. Depending on the content of a window, selecting the window sends specific instructions to a computer (set top box) to reconfigure the screen for the viewer. A small window may become a large window and vice versa, and more windows may pop up allowing for more selections. A real time broadcast window included in the development of the advertisement package allows the viewer to return to the traditional broadcast signal from an alternative selection. Additionally, buttons could be included in a display that would allow the viewer to jump to an advertiser's Web site served by their traditional ISP. In this case, technology that employs a real time broadcast window while the Web site is being served is necessary to allow the user to return to the traditional broadcast signal. Preferably, the real time broadcast window can shrink and grow as video is continuously and dynamically streamed into the window in real time.